

ABSTRACT OF THE DISCLOSURE

A method for a facility communication system to provide a targeted electronic communication to a user having a personal wireless device comprising the steps of storing user specific information in a storage location, providing the personal wireless device with a transceiver device, recognizing the presence of the personal wireless device transceiver when the personal wireless device is within a predetermined distance from the facility communication system, sending a request for user specific information from the facility communication system to the personal wireless device, retrieving the user specific information, sending the user specific information from the personal wireless device to the facility communication system, comparing the user specific information to predetermined criteria and sending a targeted electronic communication to the personal wireless device corresponding to the user specific information.